



## Sonoma County Water Agency Media Advisory

**For Immediate Release**  
**January 29, 2009**

**Contact:**  
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### **North Bay Water Storage Hits Uncharted Territory, New Projection Prompts 30-50% Mandatory Rationing**

Santa Rosa, CA –The Sonoma County Water Agency (SCWA) on Monday, February 2 at 11 a.m. will hold a news conference to alert 750,000 residents in portions of Marin, Sonoma and Mendocino counties that their water storage is projected to hit new historical low levels. Residents should expect a call for a minimum of 30 to 50 percent mandatory rationing within weeks.

“The projection will show that we have entered uncharted territory,” said Pam Jeane, deputy chief engineer of operations. “A 30 percent mandatory rationing order is just the beginning – further decline in reservoir levels could necessitate 50 percent cutbacks.”

Impacts of the low water storage levels will be addressed, including Russian River flow levels, salmon fishery concerns and possible economic impacts including loss of jobs. The storage projection is based on past and projected rainfall patterns, Russian River flow requirements, and recent agricultural and municipal water demands in the Russian River above Healdsburg.

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**Who:** The Sonoma County Water Agency, including speakers: Sonoma County Supervisor Paul Kelley; Pam Jeane, SCWA deputy chief engineer of operations; Rohnert Park City Councilman Jake Mackenzie; Cynthia Murray, president/CEO, North Bay Leadership Council; Sean White, general manager, Mendocino County Russian River Flood Control and Water Conservation Improvement District; Dick Butler, National Marine Fisheries Service; Dr. Robert Eyler, director, Center of Regional Economic Analysis, Sonoma State University; and representatives from the agricultural and tourism industry.

**What:** Announcement of Russian River Water Supply Projections, Mandatory Rationing

**Date:** Monday, February 2, 2009

**Time:** 11:00 a.m.

**Location:** Healdsburg Memorial Beach – On the Russian River (near the fish ladder)  
13839 Old Redwood Highway, Healdsburg, CA (directions attached)

**RSVP:** Contact Brad Sherwood at 707-547-1927 – special parking will be provided at the site.

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### **Directions to News Conference at Healdsburg Memorial Beach**

From San Francisco/Bay Area:

- 1) Take Highway 101 North towards Healdsburg
- 2) Take exit towards Healdsburg Avenue
- 3) Turn right onto Old Redwood Highway
- 4) Turn left into Healdsburg Memorial Beach

Follow the road through the parking lot to the Russian River. Parking will be available near the Russian River. The press conference will take place near the Russian River and fish ladder.

From Eureka/Northern California:

- 1) Take Highway 101 South towards Healdsburg
- 2) Take Westside Road exit toward Guerneville
- 3) Turn left onto Westside road
- 4) Stay straight to go onto Mill Street
- 5) Turn right onto Healdsburg Avenue/ Old Redwood Highway
- 6) Turn right into Healdsburg Memorial Beach

Follow the road through the parking lot to the Russian River. Parking will be available near the Russian River. The press conference will take place near the Russian River and fish ladder.

Contact:

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